

Home Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

Home Care Market Analysis

The home care market is expected to grow from USD 192.69 billion in 2025 to USD 246.58 billion by 2030, at a CAGR of 5.06%. This growth is driven by increasing consumer preference for premium, sustainable, and digitally accessible cleaning products. The market expansion is supported by increased hygiene consciousness, e-commerce acceleration, and environmentally friendly formulations across developed and developing regions. The Asia-Pacific region dominates in terms of market size and growth potential. Laundry care continues to be the primary product segment, generating consistent revenue and customer retention. The dishwashing segment, natural product formulations, and flexible packaging solutions are experiencing above-market growth rates, influenced by trends toward smaller households, increased ingredient awareness, and environmental consciousness. The market structure shows moderate competition, where established multinational companies maintain their positions through strong brands and extensive distribution networks, while newer companies gain market share through sustainable products and direct-to-consumer strategies.

Global Home Care Market Trends and Insights

Influence of Social Media Platforms and Celebrity Endorsements

Brands are leveraging social media platforms to boost visibility, targeting younger consumers who influence household cleaning product purchases. Short-form videos and product demonstrations showcase cleaning activities and offer direct purchase options

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through in-app stores. Companies collaborate with content creators for authentic reviews, achieving targeted reach at lower costs than traditional advertising. In 2023, Unilever partnered with the #CleanTok community to engage current and future consumers. These strategies have reduced customer acquisition costs and accelerated the adoption of premium and eco-friendly products. In Asia, where mobile device usage is high, these tactics show significant success. Western markets are seeing similar trends, with creators blending cleaning tips and entertainment. In 2024, Asia-Pacific averaged ~15GB of mobile broadband traffic per subscription per month, the highest among all regions. This high data usage supports heavy social media engagement via videos and short-form content.

Product Innovation in Terms of Ingredients, Fragrance and Packaging Format

Advanced ingredient systems, combining concentrated surfactants, enzymes, and biodegradable solvents, deliver effective cleaning at lower doses, reducing plastic, water, and carbon emissions. In April 2025, Henkel introduced concentrated formulas and packaging for all, Persil, and Snuggle liquid laundry products, offering effective cleaning and fabric conditioning with less product per load. Reckitt enhanced product appeal and longevity with premium scents and odor-neutralizing agents, as seen in Lysol Air Sanitizer. These innovations help manufacturers maintain premium pricing, protect market share, and boost retail visibility. Research and development teams are accelerating innovation using AI to meet new health and safety regulations. In November 2024, Unilever invested EUR 100 million in digital fragrance design, combining neuroscience, AI, and strategic partnerships to deliver consistent, affordable products efficiently.

Proliferation of Counterfeit Products

Cross-border e-commerce platforms have enabled unauthorized sellers to distribute counterfeit products mimicking established brands. These counterfeits harm brand value, pose safety risks, and force manufacturers to adopt track-and-trace systems, tamper-evident packaging, and consumer awareness programs. Enforcement challenges are significant in emerging markets, but developed markets also face issues due to online platforms with weak verification. In 2023, Amazon destroyed over 7 million counterfeit products globally and strengthened anti-counterfeiting efforts with brands and Chinese law enforcement, leading to 50+ raids and identifying 100+ suspects. Counterfeiting reduces market revenues and raises compliance costs, hindering home care market growth.

Other drivers and restraints analyzed in the detailed report include:

Home Aesthetics and Wellness Trends / Sustainability Initiatives / Health Concerns over Chemical Ingredients /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Laundry care accounts for 53.42% of the home care market share in 2024, driven by high-frequency usage and continuous product innovations. The segment maintains premium positioning through pods, concentrated liquids, and fabric conditioners with fragrance boosters, sustaining value per wash across price-sensitive markets. However, market maturity in North America and Europe limits growth potential, while private-label competition increases in core powders and liquids. The segment remains crucial for retail traffic, securing stable shelf space despite moderating growth rates.

Air care products are expected to grow at a 6.66% CAGR from 2025 to 2030, exceeding overall home care market growth. Driving this growth is the integration of technology: smart purifiers, ionizers, and IoT-enabled monitors are now replacing traditional fragrance products and commanding premium prices. In Asia-Pacific cities, where outdoor pollution is a pressing concern, both volume and innovation are on the rise. Meanwhile, North America and Europe are leveraging stringent regulations to uplift

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performance and transparency standards. The recovery of the hospitality sector, coupled with corporate wellness budgets, has opened up new B2B revenue streams. At the same time, regulatory constraints on volatile organic compounds (VOCs) and per- and polyfluoroalkyl substances (PFAS) are pushing companies to reformulate products with natural ingredients. Strains in the supply chain, particularly with specialty chemicals and A2L refrigerant cylinders, are paving the way for technologies that are filter-free and low-maintenance, highlighting agility as a competitive edge. A notable shift in consumer perception has emerged: indoor air quality is now closely associated with health, a change driven by concerns over airborne transmission and rising pollution levels. The Environmental Protection Agency reported that in 2024, the United States emitted 41 million tons of Carbon Monoxide (CO).

Bottles accounted for 43.61% of the home care market size in 2024, maintaining their position due to consumer familiarity and compatibility with liquid products. However, refill solutions using lightweight pouches offer economic advantages through reduced transportation requirements and decreased post-consumer waste.

Pouches are expected to grow at a 6.76% CAGR through 2030, driven by retailers' implementation of refill stations to meet plastic reduction targets. While aerosol cans continue to serve essential functions in air freshening and specialty cleaning where precise dosing is required, pouches offer enhanced sustainability benefits by reducing post-consumer waste through improved reusability and recyclability. The market is evolving with new delivery formats of homecare products, including solid tablets and dissolvable films, which minimize packaging requirements while improving user convenience. This transformation in packaging responds to sustainability requirements and consumer preferences, with manufacturers investing in alternative formats that reduce plastic consumption while preserving product quality.

The Home Care Market Report is Segmented by Product Type (Air Care, Dishwashing, Bleach, Insect Repellent, and More), Packaging Format (Bottles, Aerosol Cans, and More), Formulation (Synthetic, Natural and Organic), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, and More), and Geography (North America, Europe, Asia-Pacific, and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

Asia-Pacific accounts for 27.54% of the home care market size in 2024 and is projected to grow at a 4.10% CAGR through 2030. The region's growth is driven by urbanization and the expansion of the middle class in China, India, Indonesia, and Vietnam, resulting in increased per-capita spending. Modern trade expansion improves product availability, while government sanitation initiatives raise hygiene standards, driving demand for surface cleaners and disinfectants. Companies adapt their products to include regional fragrances and appropriate packaging sizes to meet local preferences and price points.

North America remains a high-value market, driven by premium products, natural formulations, and smart-home technology for automated replenishment. Consumers prefer convenient formats like laundry sheets and dishwasher pods. Strict chemical disclosure regulations shape safer product development, boosting trust in established brands. Europe leads sustainability efforts with circular economy and carbon neutrality initiatives, promoting plastic-free solutions, refill stations, and ingredient restrictions. Private-label products with environmental certifications push brands towards innovation and stronger identities. While Western Europe matures, Eastern Europe offers growth opportunities due to rising incomes.

South America, led by Brazil and Colombia, benefits from economic reforms that enhance consumer spending. Public health campaigns targeting dengue drive demand for repellents and disinfectants, though currency fluctuations and import duties challenge pricing and inventory. In the Middle East and Africa, growth stems from demographic expansion, infrastructure, and tourism-driven hospitality demand. Price sensitivity boosts sachets and refill pouches in low-income areas. Seasonal demand spikes for bleach and multi-surface cleaners during disease outbreaks.

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List of Companies Covered in this Report:

Unilever PLC / Reckitt Benckiser Group PLC / Procter & Gamble Company / Henkel AG & Co. KGaA / Church & Dwight Co., Inc. / S.C. Johnson & Son Inc. / Kao Corporation / The Clorox Company / Alticor Global Holdings Inc (Amway Corp) / Colgate-Palmolive Company / LG Household & Health Care / Godrej Consumer Products Ltd. / Dabur India Ltd. / Lion Corporation / PZ Cussons PLC / McBride PLC / Kimberly-Clark Corporation / Jyothy Labs Limited / Werner & Mertz GmbH / Dr. Bronner's /

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